

# Effect of Quality of Service and Location on Satisfaction Customer at Pt. Pertamina Retail Bright Store Hm. Yamin Medan

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## ABSTRACT

This study uses qualitative research methods that contain numbers. The population in this study is all customers who shop at PT. Pertamina Retail Bright Store HM. Yamin Medan. Sampling using a kusioner spread with a likert scale that has 5 alternative answers. And analyzed using multiple linear regressions and coefficients of R2 determination with SPSS software for windows version 16.

The results showed the following: (1) Service Quality has a positive and significant effect on Customer Satisfaction at PT. Pertamina Retail Bright Store HM. Yamin Medan, (2) Location has a positive effect, but not significant to Customer Satisfaction at PT. Pertamina Retail Bright Store HM. Yamin Medan, (3) There is a positive and significant influence between the quality of service and location on customer satisfaction at PT. Pertamina Retail Bright Store HM. Yamin Medan with coefficient of coefficient of collation (R) of 0.393 and coefficient of determination (R2) of 0.155 this means that 15.5% of customer satisfaction is in PT. Pertamina Retail Bright Store HM. Yamin Medan, influenced by the quality of service and location, while the other 84.5% is determined by other variables not described in this study.

**KEYWORDS:** Service Quality (X1), Location (X2), Customer Satisfaction (Y)

**How to cite this paper:** Kepler Sianturi | Rezkiyana | Riomas Sinurat "Effect of Quality of Service and Location on Satisfaction Customer at Pt. Pertamina Retail Bright Store Hm. Yamin Medan" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-5 | Issue-4, June 2021, pp.274-282, URL: [www.ijtsrd.com/papers/ijtsrd41240.pdf](http://www.ijtsrd.com/papers/ijtsrd41240.pdf)



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## 1. Background

Business growth in the field of services is currently very rapid and scattered everywhere. The creation of customer satisfaction can create a harmonious relationship between the company and the consumer, provide a good basis for repurchase and the creation of customer loyalty and form profitable word-of-mouth recommendations for the company.

Basically the main goal of a service company is customer satisfaction. A person's feelings of pleasure or disappointment that arise after comparing between his perception or impression of the performance of a product and its expectations. To win the competition, the company must be able to provide satisfaction to its customers, for example by providing better quality products, cheaper prices, faster product delivery and better service than its competitors. Trade is a human activity to meet the needs of life, both primary, secondary, and tertiary needs.

Trade arises because people have unlimited needs while the means of fulfillment of needs are limited. Especially the service is good in terms of interior and exterior that makes comfortable consumers. Now bright store is one of the outlets that prioritize the quality of service in order to achieve customer satisfaction and increase profit for the company. It is not easy to be the best, besides having to provide the best quality the company must also provide a

convenient location in order to create satisfaction to its customers.

Thus, every company must be able to understand consumer behavior in its target market, because of the viability of the company as an organization that strives to meet the needs and wants of consumers. The main key of the company to win the competition is to provide value and satisfaction to customers through the delivery of quality products and services at competitive prices.

Quality is a dynamic condition that affects products, services, people, processes and environments that meet or exceed expectations. So that the definition of service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of delivery in keeping up with consumer expectations.

Service is any action or activity that may be offered by another party, which is essentially intangible and does not result in any ownership. Its production can be attributed or not attributed to a single physical product. Service is the behavior of manufacturers in order to meet the needs and desires of consumers in order to achieve satisfaction in consumers themselves. Such behavior may occur during, before and after a transaction occurs. In general, high quality

service will result in high satisfaction as well as more frequent repurchase.

In addition to the quality of service bright store also requires a good location and of course strategic. Location becomes one of the most important factors and determines the success of a business. The perception obtained from customer interaction with a location close to transportation facilities and easy to find or easy to reach will have an effect in the eyes of customers. The existence of an easy-to-reach location will be a consideration and driving factor for a consumer to shop Danang Sunyoto (2015: 175).

According to Irham Fahmi (2018: 86), Location decisions are very important because it relates to potential sales and profits, competitiveness and business continuity. If it is wrong in determining the location then the consequences are not only short-term but can also have long-term consequences. It could mean an investment failure due to below-bottom-line sales levels so gross profit margins cannot cover operating costs. A real example of the importance of location is very visible in the retail business which is a business that presents the category of consumer goods (consumer goods) that automatically have to meet various kerteria to be able to set up the retail business.

Customer satisfaction or dissatisfaction is part of the customer's experience of a product or service offered. Based on their experience, customers have a tendency to build certain values. This value will have an impact for customers to make comparisons to competitors and the products or services they feel. If a company provides good quality products or services, it is expected to meet customer expectations and finally be able to provide maximum value and create satisfaction for customers.

Similarly, as one of the bright stores in the city of Medan, also has a different strategy and advantages than existing competitors. With the increasing competition, the company must know the factors that affect customer satisfaction in order to make improvements and innovations that are expected to improve.

Based on the background description of the problem that occurred above, a study can be submitted with the title "Effect of Quality of Service and Location On Customer Satisfaction At PT. Pertamina Retail Bright Store HM. Yamin Medan".

## 2. Problem Formulation

From the background of the above problems, the problem can be formulated as follows:

- A. How much influence the quality of service to customer satisfaction on PT. Pertamina Retail Bright Store HM. Yamin Medan?
- B. How much influence the location has on customer satisfaction on PT. Pertamina Retail Bright Store HM. Yamin Medan?
- C. How much influence the quality of service and location together on customer satisfaction at PT. Pertamina Retail Bright Store HM. Yamin Medan?

## 3. Research Objectives

- A. To know and analyze the magnitude of the influence of service quality on customer satisfaction at PT. Pertamina Retail Bright Store HM. Yamin Medan.
- B. To know and analyze the magnitude of the influence of the Company's location on customer satisfaction on PT. Pertamina Retail Bright Store HM. Yamin Medan.

- C. To know and analyze the magnitude of the influence of service quality and location together on customer satisfaction at PT. Pertamina Retail Bright Store HM. Yamin Medan.

## 4. Benefits of Research

Based on the objectives that have been formulated, it is expected that this research is useful as follows:

### 1. Theoretical Benefits

This research is expected to contribute to the development of science and as a reference material for further research, especially research related to the influence of service quality and location on customer satisfaction.

### 2. Practical Benefits

- A. For the company.

This research is expected to provide useful information materials to take policies in improving customer satisfaction.

- B. For Researchers.

Can add knowledge as a result of direct observation and can understand the application of disciplines obtained during the study.

## 5. Quality of Service

According to Kotler in Alma (2011), revealed that the quality of service is a way of working for companies that strive to make quality improvements continuously to the processes, products and services produced by the company.

According to Tjiptono (2010), the quality of service is an effort to fulfill the needs and desires of consumers and the accuracy of their delivery in keeping up with consumer expectations.

## 6. Location

According to Danang Sunyoto (2015: 175), in making a business plan, the selection of business locations is the main thing to consider. Location becomes one of the most important factors and determines the success of a business. There are many things to consider in choosing a location, as one of the fundamental factors, which greatly affects income and costs, both fixed costs and variable costs. The location of the business will also be related to the problem of efficient transportation, the nature of raw materials or the nature of its products, and its ease of reaching consumers.

Strategic location in entrepreneurial theory is interpreted as a location where there are many prospective buyers, in the sense that this location is easy to reach, easy to see consumers, and a location that is widely traversed or inhabited by target consumers who have the potential to buy products or services sold. Such a location is suitable for the business of trading goods or services that must be directly related to customers. That's why markets, shopping centers, or shopping centers are the most targeted trading business locations. Therefore, in such areas, prospective consumers are widely available. Business owners simply look for strategies to pique their interest. Businesses that are highly dependent on strategic locations for example: pharmacies, restaurants, mini markets, workshops, clothing figures, as well as beauty salons.

## 7. Customer Satisfaction

According to Supranto (2011), generally mentioning satisfaction is a person's feeling of pleasure or disappointment that arises after comparing between the performance or results of a thought-out product to the expected performance or results. Means it can be concluded

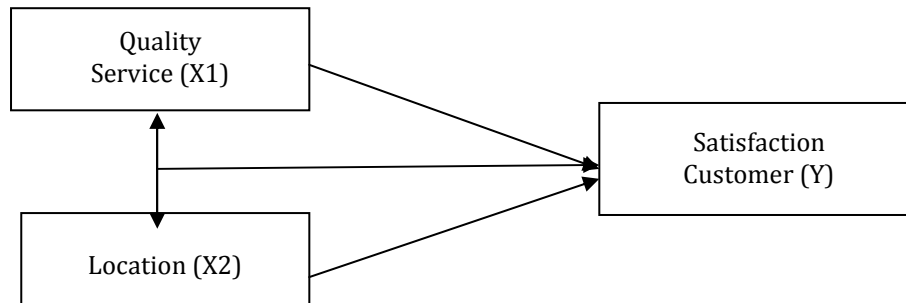
that a performance that is expected to be below expectations, then the buyer does not feel satisfied. Similarly, if the performance meets expectations, the buyer feels satisfied. If a performance exceeds expectations, then the buyer is very satisfied and happy.

buyer plays an important role in measuring satisfaction with the products and services provided by the company. In other words, a buyer is someone who repeatedly comes to the same place to satisfy his wishes by owning a product or obtaining a service and paying for the product or service.

In the buyer is the main focus in the discussion about satisfaction and quality of service because in this case the

## 8. Frame of Mind

Based on the theory stated above, the development of the frame of thought can be seen as follows:



## 9. Previous Research

There have been several previous studies on customer satisfaction and used to help get an idea in putting together a frame of mind in this study. In addition to knowing the similarities and differences of some studies and other factors, as a study that can develop the thinking insights of researchers, some of the studies studied are:

### A. Akhli Priya Pambudy (2016)

This study is titled "Analysis of the Effect of Service Quality And Location On Patient Satisfaction In Gresik Sub-District Health Center". From the value can be concluded that the quality variables of service and location together have been able to explain or explain the diversity of bound variables that are patient satisfaction. The influence of service quality and location variables on patient satisfaction contributed by 68.6% while the remaining 31.4% was explained by other free variables that were not included in the equation model, for example competition factors.

### B. Imam Haromain (2016)

The test results showed that "The Effect of Service Quality, Price, And Location on customer satisfaction in Ahass Z618" had a significant and positive effect on customer satisfaction. The test results obtained a correlation coefficient of 65.3% which indicates that the correlation or relationship between service quality variables, price, and location to customer satisfaction has a close relationship. Partial test results showed the variables used in the research model, namely the quality of service, price, and location each had a significant and positive influence on customer satisfaction at AHASS Z618 Surya Agung Motor Bangkalan Madura. This condition is shown with a significant level of each variable below  $\alpha = 5\%$ .

### C. Indra Firdiyansyah (2017)

The study is titled, "Analysis of How Much Influence Of Service Quality, Price And Location On Customer Satisfaction in gubrak stalls". This research aims for sampling method used is Accidental Sampling Methode. Samples in this study were 100 people from customers of Warung Gubrak Kepri Mall Batam. The data that has met the validity test, reliability test and classic assumption test are processed so as to produce the following regression equation:  $Y = 0.398X_1 + 0.359X_2 + 0.249X_3$ . Hypothesis testing using the t test showed that the three independent variables studied were shown to have a significant partial effect on Customer Satisfaction dependent variables. Adjusted R Square figures of 0.584 show that 58.4 percent of Customer Satisfaction variables can be explained by all three independent variables in the regression equation. While the remaining 41.6 percent was explained by other variables outside the three variables used in this study.

### D. Agus Supandi Soegoto (2014)

The test results showed the amount or percentage of contributions influenced product quality, price and location simultaneously or together to customer satisfaction at Lamongan food stalls in Manado city, amounting to adjusted coefficient of determination (R square) = 0.656 meaning that 65.6% of customer satisfaction at Lamongan food stalls in Manado city was influenced by product quality variables, prices and locations while the remaining 34.4% was influenced by other variables that were not studied. The results of this study are in accordance with research conducted by Adi (2012) which shows that simultaneously variable prices, product quality, and service quality have a significant effect on customer satisfaction.

## 10. Premise

The premise is the results of previous studies that can strengthen the withdrawal hypothesis. While the Hypothesis is a temporary answer whose truth will be proven through research. Tricks in making premises, statements can already be answered through the results of several previous studies. While the hypothesis statement is a statement that has not been proven from the results of previous research. The premise contained in the previous research is as follows:

A. Akhli Priya Pambudy (2016), stated that in the study there was an influence on the quality of service and location positively affected the satisfaction of patients in gresik village health center by 68.6%.

- B. Imam Haromain (2016)**, stated that the quality of service, price and location in Ahass Z618 together have a positive influence on customer satisfaction by 5%.
- C. Indra Firdiyansyah (2017)**, stated that the quality of service, price and location in gubrak stalls had a positive influence on customer satisfaction by 58.4%.
- D. Agus Supandi Soegoto (2014)**, stated that the quality of products, prices, and locations in Lamongan food stalls in manado simultaneously or together positively affect customer satisfaction by 65.6%.

## 11. Hypotheses

Hypotheses are conjectures while the truth is still to be tested. This hypothesis is intended to provide direction for research analysis using quantitative approaches. In qualitative research, here the interim conclusions are:

H1: Quality of Service (X1) has an influence on customer satisfaction (Y)

H2: Location (X2) has an influence on customer satisfaction (Y)

H3: Quality of Service (X1) and Location (X2) affect customer satisfaction (Y)

## 12. Research Methods

### 12.1. Types of Research

According to Sugiyono (2018), in this study is used through explanatory research method which is a research method that intends to get clarity of phenomena that occur empirically and try to get answers to the relationship between variables through hypothesis testing.

### 12.2. Research Place and Time

This research is in one of the companies owned by PT. Pertamina Retail is Bright Store located on Jl. Prof HM. Yamin Medan SH No.66 Medan North Sumatra. This research is planned to be conducted for 3 months from August 2020 to October 2020.

### 12.3. Population And Sample

According to Sugiyono (2018: 80), the generation area consisting of objects or subjects that become certain qualities and characteristics set by researchers to be studied and then drawn conclusions.

So the population is not only people, but also objects and other natural objects. The population is also not just the number of objects studied, but covers all the characteristics or properties that the subject or object has. The population in this study was the overall customers of HM Bright Store. Yamin Medan.

According to Sugiyono (2018: 81), samples are part of the number and characteristics possessed by the population. If the population is large, and researchers are unlikely to study everything in the population, for example due to limitations, energy and time, then researchers can use samples taken from that population. Therefore, samples taken from the population must be truly representative.

To conduct this research to make it easier for researchers to take samples from the research population, namely pt customers. Pertamina Retail Bright Store HM. Yamin Medan. In this study the number of population as many as 400 people, therefore to determine the number of samples from the population above by using the slovin formula put forward by Budi Setiawan (2013), as follows:

$$n = \frac{N}{N \cdot e^2 + 1}$$

Keterangan :

N = Sample Size

N = Population Size

e = Tolerable error rate (usually 0.01, 0.05, or 0.1)

$$n = \frac{400}{400 \cdot 0,1^2 + 1}$$

$$n = \frac{400}{400 \cdot 0,01 + 1}$$

$$n = \frac{400}{4 + 1}$$

$$n = \frac{400}{5}$$

$$n = 80$$

Where the number of sample elements that must be taken from the consumer population of PT. Pertamina Retail Bright Store HM. Yamin Medan as many as 80 respondents.

### 12.4. Data Collection Techniques

The data collection techniques used in this study are



**A. Interview**

Interviews are used as a data collection technique if researchers want to conduct preliminary studies to find problems that should be researched, and also if researchers want to know things from respondents more deeply and the number of respondents is small or small. This data collection technique is based on self-report or self-report or at least on personal knowledge and/or belief (Sugiyono, 2018: 138).

**B. Questionnaire**

Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer. Questionnaires are an efficient data collection technique when researchers know exactly the variables measured and know what to expect from respondents. In addition, polls are also suitable for use when the number of respondents is large enough and spread over a wide area. Questionnaires can be in the form of closed or open statements, can be given to respondents directly or sent by post, or the internet (Sugiyono, 2018:142).

**C. Documents**

A large number of facts and data are stored in materials in the form of documentation. Most of the available data is in the form of letters, diary, souvenirs, reports, artifacts and photos. The main nature of this data is not limited to space and time, thus giving researchers the opportunity to know things that have happened in the past. In detail, documentary materials are divided into several kinds, namely autobiography, personal letters, books or diary, memorials etc.

**D. Observation**

Observation is the collection of data directly conducted on research objects by making observations on the problems that are happening to PT. Pertamina Retail Bright Store HM. Yamin Medan. In determining the value score for free variables i.e. service quality and location variables, researchers used a likert scale.

**13. Results of Research and Discussion****13.1. Validity Test****Service Quality Variable Validity Test Results (X1)**

Statement	R. Calculate	R. Table	Description
X1.1	0,584	0,2199	Valid
X1.2	0,677	0,2199	Valid
X1.3	0,674	0,2199	Valid
X1.4	0,674	0,2199	Valid
X1.5	0,625	0,2199	Valid
X1.6	0,483	0,2199	Valid
X1.7	0,457	0,2199	Valid
X1.8	0,461	0,2199	Valid
X1.9	0,594	0,2199	Valid
X1.10	0,597	0,2199	Valid
X1.11	0,554	0,2199	Valid
X1.12	0,492	0,2199	Valid
X1.13	0,572	0,2199	Valid
X1.14	0,563	0,2199	Valid

Based on the results of the spss program output test 16 validity for service quality variable (X1) with a rhitung cut off value > rtabel which means that the value of each statement items is greater than 0.2199 so it can be concluded that the statement is valid.

**Location Variable Validity Test Result (X2)**

Statement	R. Calculate	R. Table	Description
X2.1	0,487	0,2199	Valid
X2.2	0,673	0,2199	Valid
X2.3	0,568	0,2199	Valid
X2.4	0,561	0,2199	Valid
X2.5	0,435	0,2199	Valid
X2.6	0,514	0,2199	Valid
X2.7	0,581	0,2199	Valid
X2.8	0,424	0,2199	Valid
X2.9	0,640	0,2199	Valid
X2.10	0,470	0,2199	Valid
X2.11	0,435	0,2199	Valid
X2.12	0,363	0,2199	Valid

Based on the results of the spss program output test 16 validity for location variables (X2) with a rhitung cut off value > rtabel which means that the value of each statement items is greater than 0.2199 so it can be concluded that the statement is valid.

**Customer Satisfaction Variable Validity Test Result (Y)**

Statement	R. Calculate	R. Table	Description
Y1	0,489	0,2199	Valid
Y2	0,486	0,2199	Valid
Y3	0,582	0,2199	Valid
Y4	0,450	0,2199	Valid
Y5	0,455	0,2199	Valid
Y6	0,412	0,2199	Valid
Y7	0,303	0,2199	Valid
Y8	0,460	0,2199	Valid
Y9	0,530	0,2199	Valid
Y10	0,557	0,2199	Valid
Y11	0,616	0,2199	Valid
Y12	0,609	0,2199	Valid
Y13	0,724	0,2199	Valid
Y14	0,701	0,2199	Valid

Based on the results of the spss program output test 16 validity for customer satisfaction variable (X1) with a rhitung cut off value > rtabel which means that the value of each statement items is greater than 0.2199 so it can be concluded that the statement is valid.

**13.2. Reliability Test****Reliable Test Results on Service Quality Variables (X1)**

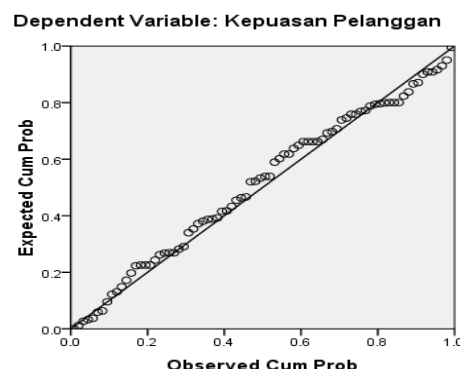
Reliability Statistics	
Cronbach's Alpha	N of Items
.744	15

Based on the results of SPSS 16 obtained that the reliability test results are 0.744 or 74.4% which means that the data test equipment or research instruments used in this study is a true reliabel statement.

**Reliabel Test Results on Location Variables (X2)**

Reliability Statistics	
Cronbach's Alpha	N of Items
.727	13

Based on the results of spss 16 program in Reliability Statistics it appears that the value of Cronbach's Alpha is 0.727 which means greater than 0.70 thus it can be concluded that the measuring instrument is reliable or acceptable. (Nunnaly,1994 in Ghozali, 2016).

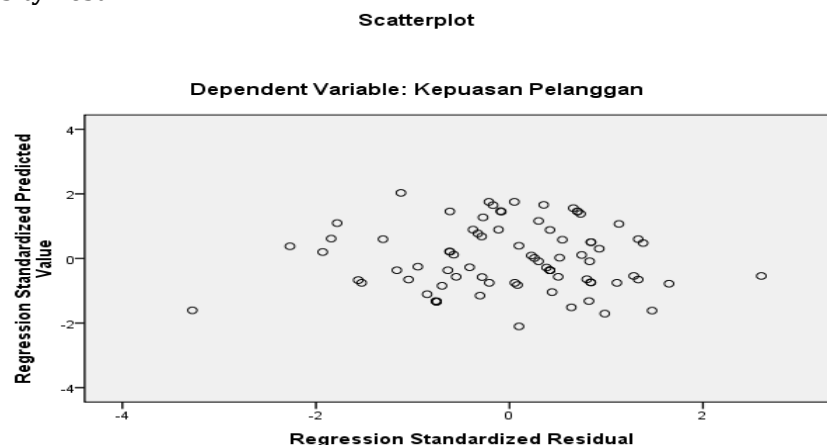
**13.3. Classic Assumption Test Results****13.3.1. Normality Test****Normal P-P Plot of Regression Standardized Residual**

According to Ghozali (2016), if the data spreads around the diagonal line and follows the diagonal line direction or the histogram chart shows a normal distribution pattern, then the regression model meets the assumption of normality. Based on the output of spss 16 program on Normal-P-P-Plot of Regression Standardized Residual can be seen that the data spread around the diagonal line and follow the diagonal line direction that shows the normal distribution pattern so that the normality test is met.

**13.3.2. Multicollinearity Test**

Coefficients <sup>a</sup>								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1 (Constant)	33.713	7.624		4.422	.000			
quality of service_X1	.311	.111	.323	2.800	.006	.824	1.214	
Location_x2	.148	.135	.127	1.097	.276	.824	1.214	
a. Dependent Variable: Y								

According to Ghazali (2016), the cut off value commonly used to realize multicollinearity is a tolerance value of  $0.824 > 0.10$  or equal to a VIF value of  $1.214 < 10$ . Then it can be concluded that the data used passes the classic assumption because there is no multicollinearity.

**13.3.3. Heteroskedastisity Test**

Based on the results of data management using the help of SPSS 16 in scatter plot images it appears that the scattering of points in the plot does not show a pattern so it is concluded that the model is free from the assumption of heteroskedastisitas.

**13.4. Multiple Linear Regression Results**

Coefficients <sup>a</sup>								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1 (Constant)	33.713	7.624		4.422	.000			
quality of service_X1	.311	.111	.323	2.800	.006	.824	1.214	
Location_x2	.148	.135	.127	1.097	.276	.824	1.214	
a. Dependent Variable: Customer Satisfaction_y								

Based on the results of data management using the help of SPSS 16 program on Coefficients describes the equation of regression, namely:

$$Y = 33,713 + 0.311 X_1 + 0.148 X_2 + e$$

Description:

Y = Customer Satisfaction

X<sub>1</sub> = Quality of Service

X<sub>2</sub> = Location

1. The constant value of multiple linear regression equations of 33,713 numbers indicates that if (X<sub>1</sub>) the quality of service and (X<sub>2</sub>) location, the constants then customer satisfaction is 33,713

2. (X<sub>1</sub>) Service Quality, indicating a coefficient value of 0.311. This means that if there is an improvement in the quality of service factor of one unit to PT. Pertamina Retail Bright Store HM. Yamin Medan then customer satisfaction will also experience an increase of variable multiplier 0.311 with other independent assumptions considered constant.

3. (X<sub>2</sub>) Location, indicating a coefficient value of 0.148. This means that if there is an increase in location factors of one unit against PT. Pertamina Retail Bright Store HM. Yamin Medan customer satisfaction will also increase by 0.148 multiplier variable with other independent assumptions considered constant.

**13.5. Hypothesis Test Results****13.5.1. Effect of Service Quality (X1) on Customer Satisfaction (Y)**

Coefficients <sup>a</sup>								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	33.713	7.624	4.422	.000			
	quality of service_X1	.311	.111	.323	2.800	.006	.824	1.214
	Location _x2	.148	.135	.127	1.097	.276	.824	1.214
a. Dependent Variable: Customer Satisfaction_y								

To know the variable quality of service influence or not to the variable customer satisfaction then used t test based on criteria by using a significant level of 0.05 so that obtained a value of 0.1665 ttable as follows:

- If thitung value > ttable, then H0 is rejected and H1 is accepted (influential)
- If the thitung value < ttable, then H0 is accepted and H1 is rejected (has no effect)

Based on the output of SPSS 16 program in the Coefficients table for the first regression coefficient of service quality variable shows thitung result of 2,800 > ttable of 0.1665 so that H0 is rejected and H1 is accepted. Thus from the results of the study explained that the quality of service has a positive and significant effect on customer satisfaction.

**13.5.2. Location Influence (X2) on Customer Satisfaction (Y)**

Coefficients <sup>a</sup>								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	33.713	7.624	4.422	.000			
	quality of service_X1	.311	.111	.323	2.800	.006	.824	1.214
	Location _x2	.148	.135	.127	1.097	.276	.824	1.214
a. Dependent Variable: Customer Satisfaction_y								

To know the location variable has an effect or not on the variable customer satisfaction then used t test based on criteria by using a significant level of 0.05 so that obtained a value of 0.1665 ttable as follows:

- If thitung value > ttable, then H0 is rejected and H1 is accepted (influential)
- If the thitung value < ttable, then H0 is accepted and H1 is rejected (has no effect)

Based on the output of SPSS 16 program in the Coefficients table for the first regression coefficient of service quality variable shows thitung result of 1,097 > ttable of 0.1665 so that H0 is rejected and H1 is accepted. Thus from the results of the study explained that the location has a positive effect, but not significant to customer satisfaction.

**13.5.3. Effect of Service Quality (X1) and Location (X2) on Customer Satisfaction (Y)**

ANOVA <sup>b</sup>				
Model	Sum of Squares	Df	Mean Square	
1	Regression	202.806	2	101.403
	Residual	1107.194	77	14.379
	Total	1310.000	79	
a. Predictors: (Constant), Location, quality of service,				
b. Dependent Variable: Customer Satisfaction				

To find out if true the first coefficient and the second regression coefficient on the service quality and location free variables affect the bound variables of customer satisfaction. Test counter F uses a significant provision of 0.05 so that it can be a value of F table amounting to criteria as follows:

- If Fcalculate > Ftable, then H0 is rejected and H1 is accepted
- If Fcalculate < Ftable, then H0 is accepted and H1 is rejected

Based on the output result of SPSS 16 program in table Anova shows the Fhicalc result of 7,052 > Ftable, 3.11 so that H0 is rejected and H1 is accepted. This means that the free variables of service quality and location together affect customer satisfaction.

**13.6. Determination Coefficient (R2)**

Model Summary <sup>b</sup>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.393 <sup>a</sup>	.155	.133	3.792	.155	7.052	2	77	.002	1.786
a. Predictors: (Constant), Location, quality of service										
b. Dependent Variable: Customer Satisfaction										



Based on spss 16 program output in model summary table shows R Square value of 0.155 or 15.5%. This means that service and location quality free variables affect variables tied to customer satisfaction by 15.5% and the remaining 84.5% are influenced by other factors not studied in this study.

#### 14. Conclusion

Based on the results of the study that aims to know "The Effect of Quality of Service and Location On Customer Satisfaction At PT. Pertamina Retail Bright Store HM. Yamin Medan". Based on the results of the study and the results of data management that has been done by the researcher, the following conclusions are obtained:

- A. Based on the calculation of Multiple Linear Regression, the regression equation  $Y = 33.713 + 0.311X_1 + 0.148X_2$  is obtained. This means that every time there is a quality of service and location, customer satisfaction will increase by 0.311 and 0.148. This is because the positive coefficient values are 0.311 and 0.148. Conversely, if there is no change in the quality of service and location, then customer satisfaction is 33,713
- B. Based on the results of the hypothesis test against the test t on the variable quality of service obtained thitung value of 2,800 > ttabel 0.1665 so that H0 is rejected and H1 is accepted. And the significant value < 0.05 with a value of 0.006 < 0.05.
- C. Based on the hypothetical test results of the t test results on location variables obtained thitung value of 1,097 > ttabel of 0.1665 so that H0 was rejected and H1 received. And the significant value > 0.05 with a value of 0.276 > 0.05.
- D. Based on the hypothetical test results there are 7,052 > Ftabel test results of 3.11 so that it can be concluded that the quality variables of service and location together affect the variable customer satisfaction.
- E. The value of the coefficient of determination (R<sup>2</sup>) is obtained by R Square value of 0.155 or 15.5%. This means that service and location quality variables affect variables tied to 15.5% customer satisfaction and the remaining 84.5% are influenced by other factors not studied in this study.

#### 15. Advice

From the results of the above research and discussion, it is obtained as follows:

##### A. For the Company

Expected to the owner of pt. Pertamina Retail Bright Store HM. Yamin Medan must adhere to all service standards, to customers who visit to keep coming back to shop at PT. Pertamina Retail Bright Store HM. Yamin Medan because they serve with a friendly attitude, professional, smile, spirit. The author is very hopeful that the employee in charge also pays attention to customer complaints, takes them seriously and there must be a real resolution or action taken. It is better to be more disciplined towards working hours, so as to provide maximum results for the services provided to customers.

##### B. For the next researcher

Researchers can further develop this study by examining other factors that can affect customer satisfaction because service quality and location factors affect 15.5% so that there are still 84.5% other factors that affect customer satisfaction in addition to the variables studied. Researchers can then analyze other factors such as service, quick response to customer complaints, friendly to customers quickly respond in helping consumer needs and others.

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